

Barley & Pfeiffer Architects

Comprehensive Sustainable Architecture, Interiors and Consulting

Seminar proposal: Green Homebuilding By Design – a Systems Approach

**Subtitle: Connecting the dots between high performance design & appropriate
“vetted out” green building strategies**

Brief description of presentation:

A Power Point presentation describing a whole building “systems” approach to high performance green homebuilding utilizing design strategies particularly relevant to hot climate.

90% of the effective green building strategies occur within the first 10% of the design process. “Green by design” is cost effective; “green by device” is may not be. An integrated approach to the pillars of high performance building from programming to building sciences will be presented. Advanced green building strategies will be critiqued – what worked and what hasn’t over the past three decades of the presenter's experience in the hot and hot/humid southwest. How various design decisions and building component selections interact with each other to effect occupant health & comfort; building durability & maintenance and conservation of resources will be addressed in an enlightening and budget relevant format.

Relevancy to building professionals:

This is a “how-to” seminar presenting down-to-earth strategies those in the building and development industry can put into place right away to improve the way they articulate the real value of what they have to offer through smart design & building – and to avoid the pitfalls of those who have gone before them. Some fundamentals of physics and an understanding of how they effect design & building decisions will be covered in a humorous, yet effective, manner. Many myths and urban legends that persist within our industry will be exposed in the process.

What is the single most important design decision that effects energy conservation? How do aesthetic choices affect the Urban Heat Island effect and Global Warming? Is a wall system's "R" value really that relevant in your climate? Is increased ventilation truly the key to good indoor air quality?

Perhaps most importantly, how does one get their clients to care?

Learning Objectives – You will be able to:

- Connect the dots between sound building science, client expectations, climatically appropriate passive solar design, US energy independence and global warming.
- Clearly articulate the relative value of thoughtful programming and a systems approach to passive solar design.
- Prioritize and apply high-performance design and green building strategies so as to grow beyond the present and popular green building paradigm.

Speaker contact information:

Speaker's Name: **Peter L. Pfeiffer FAIA**

Title: Principal Architect Company Name: **BARLEY + PFEIFFER ARCHITECTS**

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